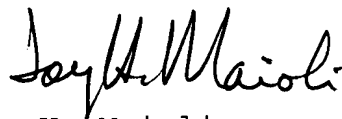


An early and favorable examination on the merits is
earnestly solicited.

Respectfully submitted,
COOPER & DUNHAM, LLP

A handwritten signature in black ink, appearing to read "Jay H. Maioli". The signature is written in a cursive, flowing style.

Jay H. Maioli
Reg. No. 27,213

JHM/AVF/pmc

VERSION WITH MARKINGS TO SHOW CHANGES MADEIN THE CLAIMS

Claims 1, 3-6, 8, 10-14, 16, 18-19, 21-26 & 28 have been amended as follows:

--1. (Amended) A sales method for selling [both] intangible and tangible products in which at least an intangible product sales server for selling an intangible product and a tangible product sales server for selling a tangible product are interconnected by a network for cooperatively selling said intangible product and said tangible product upon request from a user terminal operated by [its] a user, comprising the steps of:

searching said intangible product sales server for an intangible product desired by said user based on [the basis of] an operation performed through said user terminal and displaying a search result on said user terminal;

displaying on said user terminal information about a tangible product associated with [the] said retrieved intangible product, said tangible product being for sale by said tangible product sales server; and

[if] discounting a sales price of one of said intangible product and said tangible product when said intangible product and said tangible product displayed on said user terminal have been found sold [at a same time, discounting a sales price of one of said intangible product and said tangible product]

simultaneously.

--3. (Amended) The sales method according to claim 2, wherein [the] said collected user information is used by said intangible product sales server and said tangible product sales server in a shared manner.

--4. (Amended) The sales method according to claim 2, wherein a predetermined installer is selected from an installer server in which a plurality of installers for installing said tangible product on a vehicle of said user are stored, said installer server being connected to said network.

--5. (Amended) The sales method according to claim 4, wherein said user information includes a user address[,], and said sales method further [comprising] comprises the steps of:

extracting an installer nearest to said user from said installer server based on [the basis of] said user address;
and

displaying [the] extracted installer information on said user terminal.

--6. (Amended) The sales method according to claim 2, further comprising the step of:

settling [the] a payment [of the] for said sold intangible and tangible products by communicating with an account server connected to said network.

--8. (Amended) The sales method according to claim 1, wherein said intangible product is an insurance product [for] covering said vehicle of said user.

--10. (Amended) A sales system for selling an intangible product and a tangible product associated [therewith] with said intangible product in cooperation between a plurality of servers interconnected via a network, said system comprising:

a user terminal apparatus[,] connected to said network[,] for purchasing said intangible product and said tangible product by executing data communication with each of said plurality of servers based on [the basis of] an operation performed by a user;

an intangible sales server for: handling [the] a purchase of said intangible product from said user terminal[,]; sending to said user terminal information for recommending [the] a purchase of said tangible product sold by [another one] an other of said plurality of servers[,]; and[, if] executing a discount process for discounting a sales price of said intangible product when said user has performed a purchasing process for purchasing [the] a recommended tangible product in response to [the] said recommendation by said intangible product sales server[, and executing a discount process for discounting the sales price of said intangible product]; and

a tangible product sales server[, if] for sending purchase decision information to said intangible product sales

server when said user has performed said purchasing process in response to [the] said recommendation by said intangible product sales server[, for sending purchase decision information to said intangible product sales server].

--11. (Amended) A cooperative sales system in which a plurality of servers interconnected via a network cooperatively sell a tangible product and an intangible product associated with each other, having:

a user terminal apparatus[, connected to said network[, for [the transfer/reception of] transferring and receiving data about [the] said sale with said plurality of servers and displaying and inputting said data based on [the basis of] an operation performed by a user of said user terminal apparatus;

an intangible product sales server[, connected to said network[, for [transferring/receiving] transferring and receiving said data about [the] said sale of said intangible product with said user terminal apparatus and signing a sales contract with said user about said intangible product; and

a tangible product sales server[, connected to said network[, for transferring data about [the] said sale of said tangible product associated with said intangible product with said user terminal apparatus and signing a sales contract with said user about said tangible product[;] wherein[:]

said user terminal apparatus [comprising] comprises:

terminal communication means for [transferring/receiving] transferring and receiving said data with said plurality of

servers;

display means for displaying said data received by said communication means;

operator means for said user to input said data to be transmitted to any [one] of said plurality of servers; and

terminal control means for controlling said communication means such that said communication means [transfers/receives the] transfers and receives said data with any [one] of said plurality of servers connected to said network based on [the basis of the] said operation performed by said user through said operator means and controlling said display means such that [the] said data received from any [one] of said plurality of servers is displayed on said display means;

said intangible product sales server [comprising] comprises:

intangible server communication means for [transferring/receiving] transferring and receiving said data with [another] an other device connected to said network;

intangible product data storage means for storing data about said intangible product;

intangible server user information storage means for storing intangible product data about said user supplied from said user terminal apparatus; and

intangible server control means for searching said intangible product data storage means for [the] said intangible product requested by said user based on [the basis of] intangible product purchase request conditions received

from said user terminal apparatus through said communication means, acquiring from said [another] other device information about said tangible product associated with [the] said retrieved intangible product, and transmitting said information about said tangible product to said user terminal apparatus; and

said tangible product sales server [comprising]
comprises:

tangible server communication means for [transferring/receiving] transferring and receiving said data with [another] an other device connected to said network;

tangible product data storage means for storing product data about said tangible product;

tangible server user information storage means for storing tangible product data about said user; and

tangible server control means for controlling said tangible server user information storage means such that information about said user received from said intangible product server is stored into said user information storage means, controlling said communication means such that said communication means searches said tangible product data storage means for [the] a tangible product associated with the data about [the] said intangible product requested by said user received from said intangible product sales server, and transmits data about the retrieved tangible product associated with said intangible product to said intangible product sales server through said network.

--12. (Amended) The cooperative sales system according to claim 11, wherein[, if] when a purchase order for said tangible product by said user has been received by said communication means from said intangible product sales server[, said tangible server control means [of said tangible product sales server] executes a tangible product sales contract process based on [the basis of the] said user information stored in said tangible server user information storage means.

--13. (Amended) The cooperative sales system according to claim 12, wherein[, if] when said user for whom [the] said user information has been transmitted from said intangible product sales server has performed tangible product sales contract process as recommended by said intangible product sales server[, said tangible server control means [of said tangible product sales server] transmits sales information about a sales contract of said tangible product to said intangible product sales server through said network; and

said control means of said intangible product sales server, upon reception of said sales information from said tangible product sales server, changes a sales price of at least one of said intangible product and said tangible product upon reception of said sales information from said tangible producer sales server.

--14. (Amended) The cooperative sales system according to

claim 13, wherein [the] said change of said sales price is a discount [thereof] of said sales price.

--16. (Amended) The cooperative sales system according to claim 15, wherein said control means of said tangible product sales server selects said service providing server based on [the basis of] said user information stored in said tangible server user information storage means.

--18. (Amended) The cooperative sales system according to claim 17, wherein said tangible product for sale by said tangible product sales server is at least one of a car navigating system [or] and a car safety device to be installed on said vehicle covered by said automobile insurance product.

--19. (Amended) A product cooperative purchase apparatus connected to a network for purchasing both an intangible product and a tangible product from an intangible product sales server and a tangible product sales server respectively connected to said network, comprising:

communication means for communicating with one of said servers via said network;

display means for displaying data supplied from said intangible product sales server;

operator means for a user of said product cooperative purchase apparatus to input a request for [the] a desired intangible product, [the] said inputted request being

transmitted to said intangible product sales server; and

control means for controlling said communication means such that said communication means is connected to said intangible product sales server via said network, controlling said display means such that information about said intangible product is displayed based on [the basis of] data for purchasing said intangible product received from said intangible product sales server on said display means, and controlling said communication means such that said communication means transmits information for purchasing said intangible product inputted from said operator means to said intangible product sales server.

--21. (Amended) An intangible product sales apparatus[,]
connected to a network connected with a user terminal
apparatus and a tangible product sales server for selling a
tangible product[,]
for selling an intangible product
associated with said tangible product, comprising;

communication means for communicating with [another] an
other device connected to said network;

product data storage means for storing data about said
intangible product;

user information storage means for storing information
about a user of said user terminal apparatus transmitted via
said network; and

control means for controlling said user information
storage means such that[,]
said user information based on [the

basis of] a request for purchasing said intangible product and said user information received by said communication means from said user terminal apparatus via said network[,] is stored into said user information storage means, controlling said communication means such that the intangible product desired by said user is searched for based [on the basis of] said purchase request[,] from said product data storage means[,] information about [the] said retrieved intangible product and data about [the] said tangible product for sale by said tangible product sales server associated with said intangible product is transmitted to said user terminal apparatus via said network.

--22. (Amended) The intangible product sales apparatus according to claim 21, wherein[, if] when purchase request information about the tangible product associated with the intangible product desired by said user has been received from [another] an other device via said network, said control means transmits said user information from said user information storage means to said tangible product sales server which sells said tangible product.

--23. (Amended) The intangible product sales apparatus according to claim 21, wherein said control means transmits to said user terminal apparatus link information for linking to said tangible product sales server [which] that sells an intangible product associated with an intangible product

approval requested by said user.

--24. (Amended) The intangible product sales apparatus according to claim 21, wherein[, if] when said user has performed a purchase process for said tangible product associated with said intangible product desired by said user[,], said control means changes a sales price of said intangible product.

--25. (Amended) The intangible product sales apparatus according to claim 24, wherein [the] said change of said sales price is a discount thereof.

--26. (Amended) A tangible product sales apparatus, connected to a network connected with a user terminal apparatus and an intangible product sales server for selling an intangible product, for selling a tangible product associated with said intangible product, comprising:

communication means for communicating data with [another] an other device connected to said network;

product data storage means for storing data about said tangible product;

user information storage means for storing information about a user received from said another device connected to said network; and

control means for controlling said user information storage means such that[,] based on [the basis of] intangible

product information about [the] said intangible product desired by said user and said user information received from said intangible product sales product server, said user information is stored into said user information storage means, controlling said communication means such that said product data storage means is searched for tangible product information associated with said intangible product, [the] said retrieved product data is transmitted to said another device connected to said network.

--28. (Amended) The tangible product sales apparatus according to claim 27, wherein[, if] when said sales process has been executed on said tangible product[,] said control means transmits sales information indicative of [the] sales of said tangible product to said intangible product sales server through said communication means via said network.--